



Microsoft 365
COMMUNITY CONFERENCE

How Microsoft manages global employee and executive communications

John Cirone and Amy Morris

April 22, 2026

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Senior Director of
Global Employee &
Executive Comms

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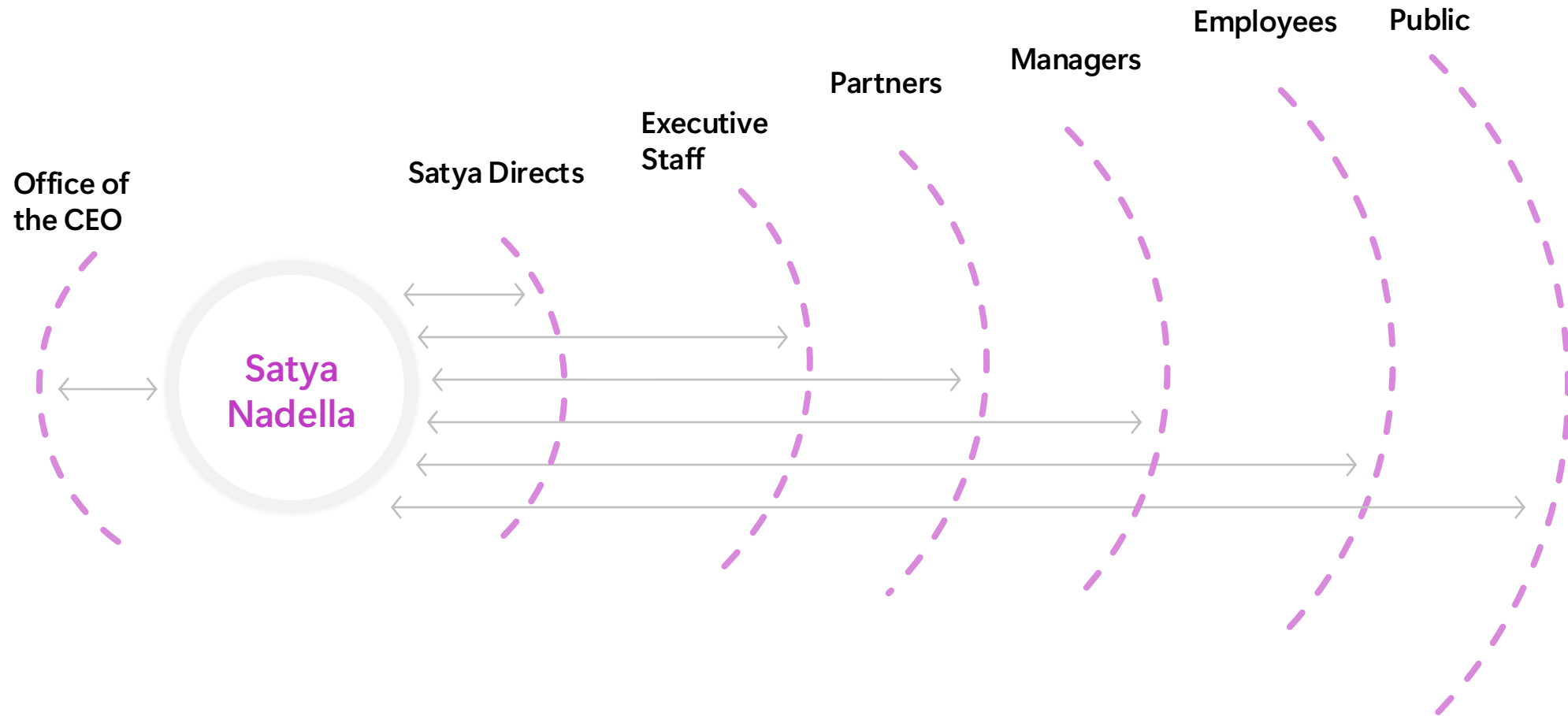


Amy Morris

Director of Global
Employee & Executive
Comms

 [linkedin.com/in/Amy-Morris](https://www.linkedin.com/in/Amy-Morris)

Managing employee communications at the enterprise level



Communities: GEEC | HR | COS

Our scope

The GEEC Community is responsible for our global approach to employee and executive communications for our almost employees, managers, senior leaders, and their communications staff.

Our vision

Our vision is to transform the GEEC community into a data-driven, AI-enabled communications function that deeply engages employees, builds trust, and drives business outcomes.

GEEC

Global Executive & Employee Communications




GEEC Scope of Work

Internal

- Events: Town Halls, All Hands, AMAs
- Leader messaging and comms
- Org newsletter
- Org intranet
- Viva Engage community
- D&I and HR communications
- Manager communications

External

- Executive Social – LinkedIn, X
 - Speaking opportunities and speechwriting
 - Media training
 - Media engagements
 - Customer presentations and meetings
- 



Scale

1 to many – hub and spoke model to efficiently share guidance and resources



Alignment

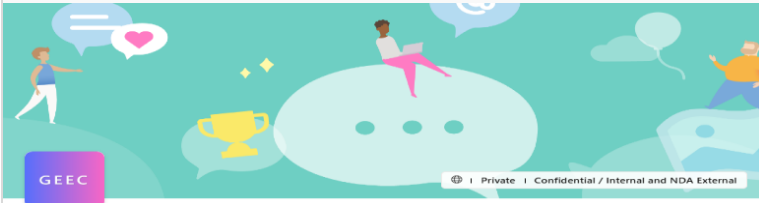
Extend the impact of priorities and messaging, comms tactics



Skilling

Encourage a culture of learning and experimenting with AI

Viva Engage community – our “town center”



GEEC Private | Confidential / Internal and NDA External

Global Employee and Executive Communications...

This community is a space for you to share and be informed of resources, guidance, and more.

[Conversations](#) [About](#) [Files](#) [Events](#)

Global Employee and Executive Communications Community

Documents

Name	Modified	Modified By
Recordings	October 29, 2025	SharePoint App
Best Practices and Templates	January 24, 2025	Priscilla Samadi
GEEC Out	April 5, 2024	Priscilla Samadi
Tech & Tools	July 18, 2023	Laura Oxford
Key Resources	July 10, 2023	Priscilla Samadi
Comms Guidance	July 10, 2023	Priscilla Samadi

Info

Read the [user guide](#) for this community for more info.

Find and tag posts:

Use these links to filter posts. When posting, apply the relevant topics:

- [GEEC Community Questions](#)
- [GEEC News and Events](#)
- [GEEC Guidance](#)
- [GEEC AI](#)
- [GEEC Professional Development](#)
- [GEEC Tech and Tools](#)
- [GEEC Executive Social](#)
- [GEEC Best Practices](#)

Pinned conversations

Pinned conversation

Joshua Luebke
Yesterday at 3:58 PM

The Exec Social Scoop

Your shortcut to smarter executive advocacy

Hot off the press

1 attachment

Be the first to comment

Announcement

Sean Chen
Jan 23

GEEC Weekly News Summary | January 26, 20...

Welcome to our GEEC weekly newsletter, now on Viva Engage! We'll share the latest

3 attachments

Be the first to comment

Announcement

Gretchen Garland
Yesterday at 12:17 PM

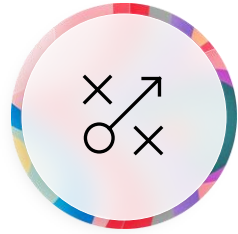
Seen by 563

Latest Employee Social Media and Advocacy Guidance

Hi all! Recently, we've received more questions about how to guide employees who want to post on social media or participate in other online conversations. Below are latest resources you can use to help employees engage confidently, responsibly, and safely. **Note: These resources are globally relevant and apply to all businesses and locations.** You may have additional product-specific or local requirements to layer on; those should be *additive* ... see more

Setting our comms priorities





Business strategy



Mission and culture



Trust with leaders

What is News Review?



News Review is an exercise between HR and Comms leaders to align on the **breakthrough news priorities** for the quarter ahead



Alignment on top priorities, opportunities, and roadmap updates in Q4



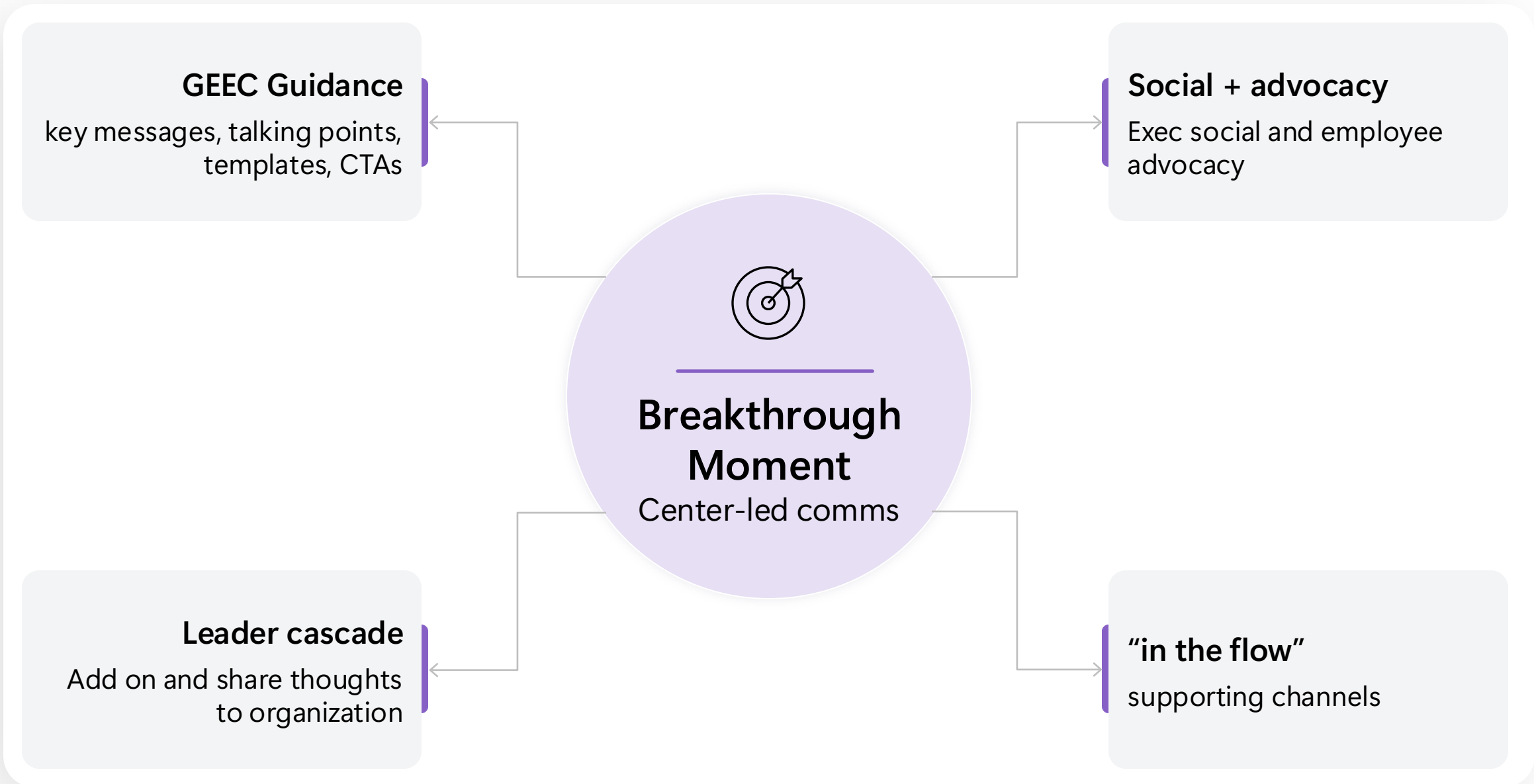
Raise issues and gaps



Grounded in the current environment and expectations



Confirm **2–3 breakthrough opportunities** for Q4



Moving from one-way
communications to
two-way dialogue



Employee Communications Models

A spectrum...

Traditional

Primarily top-down, corporate-led updates

Monitored

Primarily corporate-led updates, but employees can engage through reactions and comments

Balanced

A mix of top-down and employee-led communications

Open

Mostly community-driven, inclusive, and interactive paired with authentic and approachable leadership comms

All employee “breakthrough” strategy



One-way message

Email

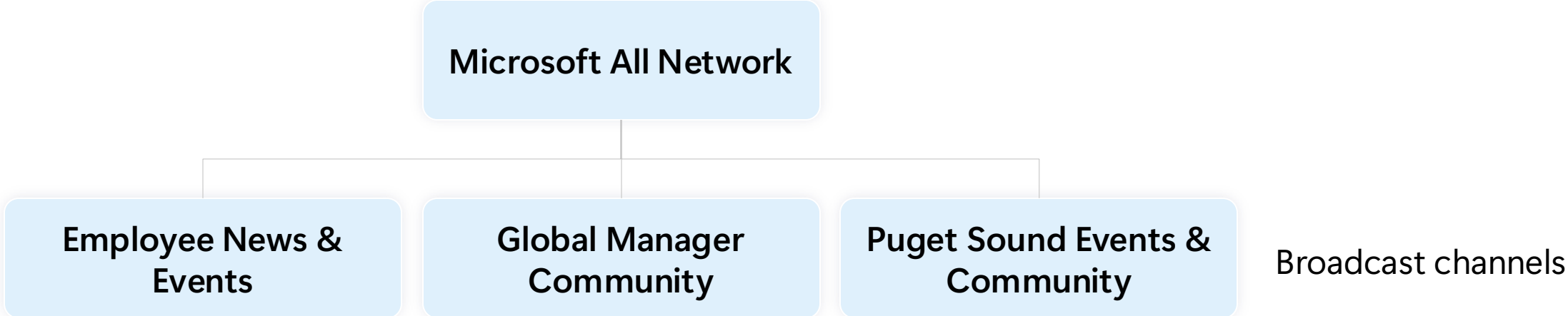
- Earnings
- Policy updates
- Crises, sensitive updates
- Confidential messages
- Requires action

Two-way conversation

Viva Engage

- Culture-reinforcing moments
- Community-building messages
- Events and employee experiences
- Product launches
- Company news
- Org changes

Community structure in Viva Engage



Mixed broadcast + engagement: Managed by org or employees



When should I use Teams, Engage, and Outlook?



Teams

Viva Engage

Outlook

Conversation mode

Focused teamwork

Two-way conversation

One-way message

Nature of collaboration

Work with people regularly on projects

Connect across the organization

Share with specific people or groups

Group size and openness

Private group:
Small to medium team or organization

Leader public or private group:
Community or large organization

Private or directed audience:
Tracked communications, offline teamwork



Post here if your goal is to...	Company-wide Community	Leader Storyline	Org Community
Reach your audience	<input checked="" type="checkbox"/> Message to everyone	<input type="checkbox"/> Your org + broader viz	<input type="checkbox"/> Your org only
Share enterprise news	<input checked="" type="checkbox"/> Source of truth	<input checked="" type="checkbox"/> Add leader POV	<input checked="" type="checkbox"/> Discuss locally
Explain strategy updates	<input type="checkbox"/> Announce	<input checked="" type="checkbox"/> What this means for us	<input checked="" type="checkbox"/> How we'll act
Drive conversation	<input checked="" type="checkbox"/> Include a CTA for comments	<input checked="" type="checkbox"/> Prompt reflection	<input checked="" type="checkbox"/> Ask questions / AMA
Cascade priorities	<input checked="" type="checkbox"/> Launch message	<input checked="" type="checkbox"/> Leader context	<input checked="" type="checkbox"/> Team follow-through

Company-wide community

Announcement posted in Employee News & Events



Judson Althoff

Oct 28 · @2

Seen by 114,877

We are continuing to drive remarkable progress accelerating AI innovation together with our customers and partners. Through the work you do each day and the trust you build, we are helping them achieve efficiency and productivity at scale to shape industries and markets around the world—and I cannot thank you enough for the progress you are driving in the midst of continued, rapid change.

As a company, we are uniquely positioned to help our customers become Frontier: empowering human ambition and finding AI-first differentiation in everything we do to maximize an organization's potential and our impact on society. It is time to help them demand more from AI to solve humanity's biggest challenges by democratizing intelligence, obsolescing the mundane, and unlocking creativity. With our unmatched technology portfolio across our commercial solution areas—and using our AI Transformation success framework as a guide—we are ensuring our customers can go further with AI on their way to becoming Frontier firms.

Please take a moment to [read my latest earnings blog](#) and [share on your social channels](#). It includes several cross-industry customer success stories from the past quarter exemplifying the path to becoming Frontier, and the opportunity we share to move our mission forward and create meaningful impact.

I also encourage everyone to tune in as [Satya](#) and [Amy](#) deliver [Microsoft's Fiscal Year 2026 First Quarter Earnings Conference Call](#) with investors Wednesday, October 29 at 2:30pm PST.

I remain grateful for everything you have done to begin our fiscal year strong. Across the company, your efforts are positioning Microsoft as the industry leader in AI. I hope you take the time to see yourself in our earnings results.



Celebrate Comment Share

You and 585 others

“

The examples shared demonstrate how AI can transform industries, from energy and finance to healthcare and manufacturing, by **unlocking efficiency, accelerating insights, and enabling human potential.**”

“

As a former physician, our client's story resonated with me! **Excited for a frontier future!**”


“

The vision outlined in this post resonates deeply with the future we're all striving toward. Becoming “Frontier” isn't just about adopting AI – it's about reimagining **how we work, innovate, and create impact at scale.**

“

It's motivating to see how **our collective work, across engineering, field, and partner teams, is shaping industries and empowering people in entirely new ways.**

Announcement

 **Satya Nadella**
Aug 27 • Edited

2,251 engagements • Seen by 203,747  

5 M365 Copilot prompts to try out

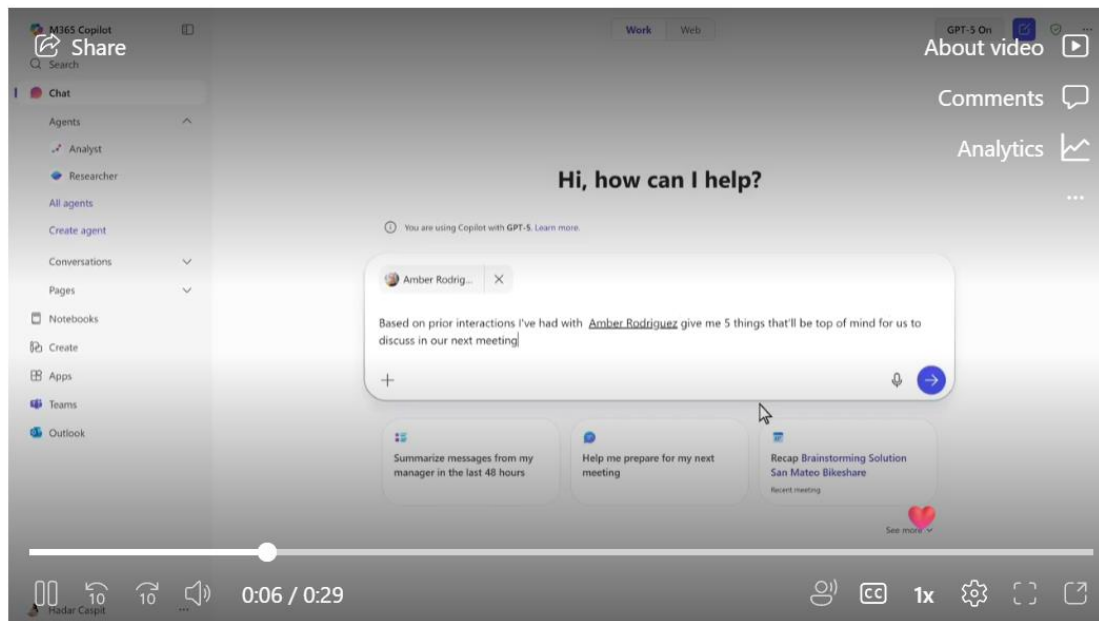
It's hard to believe it's been less than a month since [we brought GPT-5 to Microsoft 365 Copilot](#), adding a new layer of intelligence spanning all the M365 apps.

The impact is clear: Copilot now understands you better, responds faster, and tackles more complex questions with deeper reasoning.

I'm super grateful to the team for the hard work to make this possible. I hope you've noticed the difference.

I've pulled together five prompts that show what's now possible.

"Based on my prior interactions with [/person], give me 5 things likely top of mind for our next meeting."



Leader storyline

“

prompts from Satya!
love this! 🥰

“

My life can't go back.
I love copilot!

“

Simple prompts for
useful results.

“

Wow! I used first two prompts,
results are awesome!

“

Love the energy in this! It's great to see this kind of company-wide involvement—other customer CxOs should definitely take note if they want to drive real innovation.

Announcement

Marketing Community Team
Tue at 1:47 PM • @3

Seen by 2,225

Join Takeshi Numoto and Judson Althoff for the Marketing All Hands this Thursday, November 6!

We have a special guest and packed agenda for this All Hands! [Takeshi](#) will kick off with [Judson](#) to share thoughts on the new Commercial organization and take your questions.

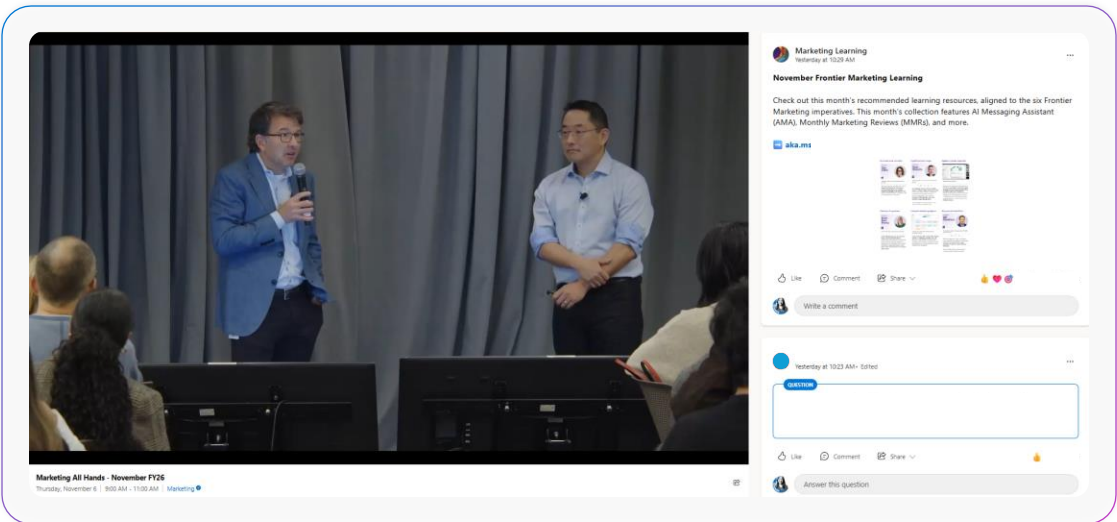
Takeshi will then cover his top-of-mind, including H1 breakthrough moments and earnings. [Jared Spataro](#) will share lessons learned on inbound marketing, and we'll showcase two Frontier Marketing examples: the new AI Messaging A... see more



Like Comment Share



Org-wide Community



Org changes announcements



ANNOUNCE



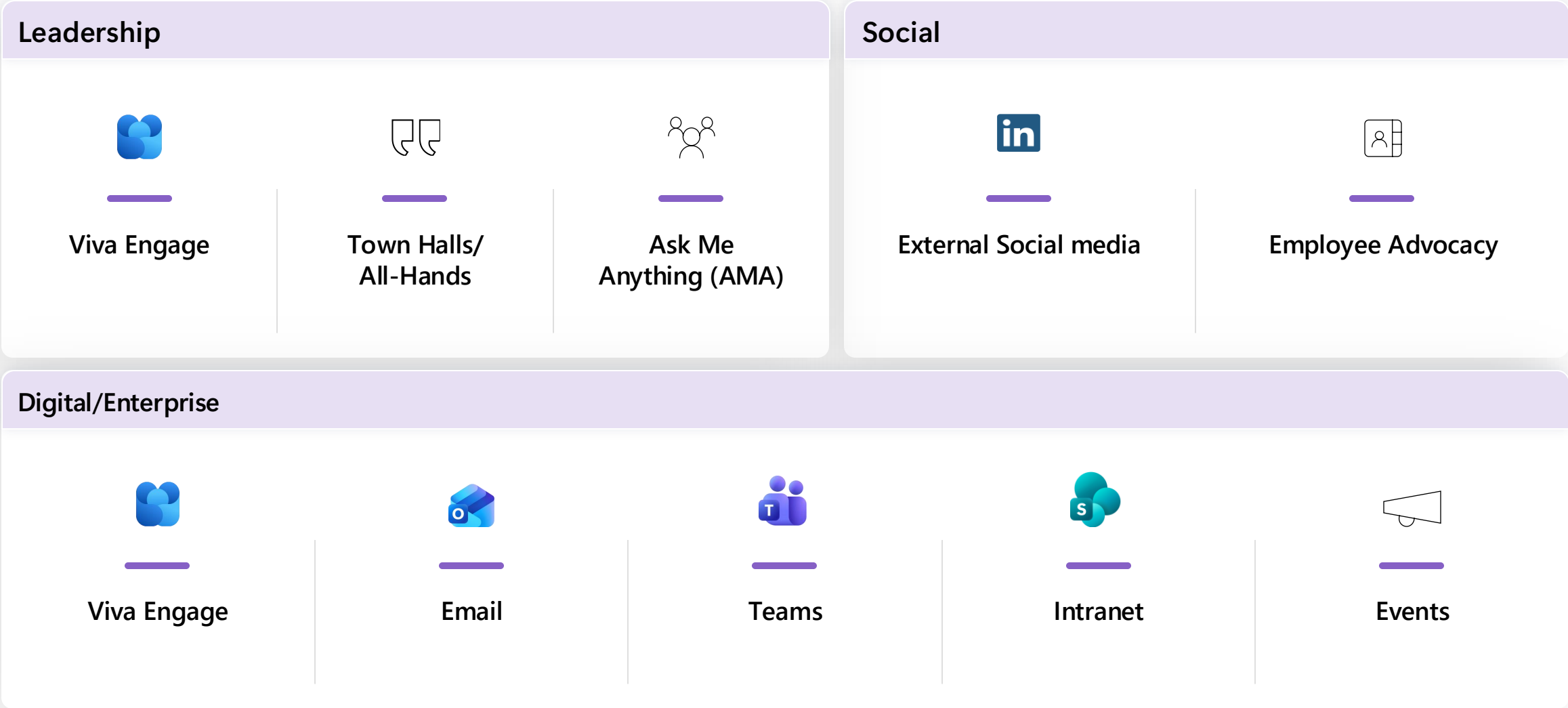
SUSTAIN

Our evolving channel mix



Communications Channels

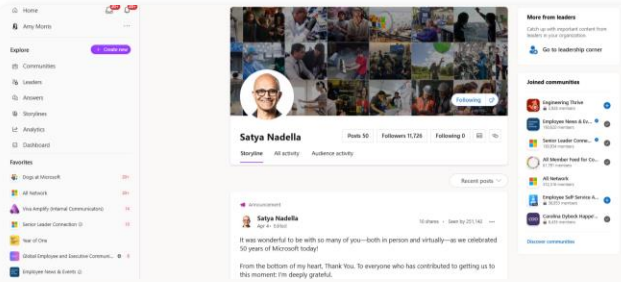
A mix of channels to meet employees and leaders where they are at



CEO Communications



Viva Engage



Employee Town Halls



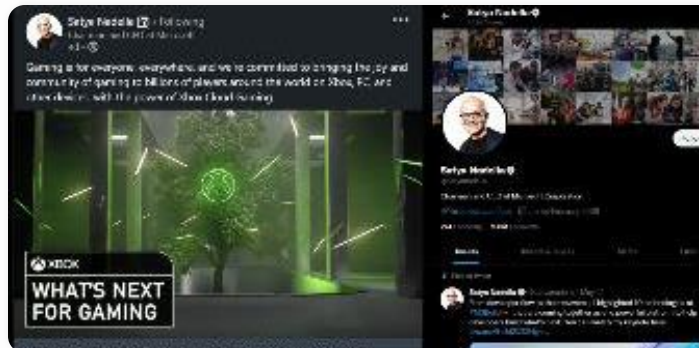
External Keynotes



SLT All-Hands



LinkedIn/Social



All company email



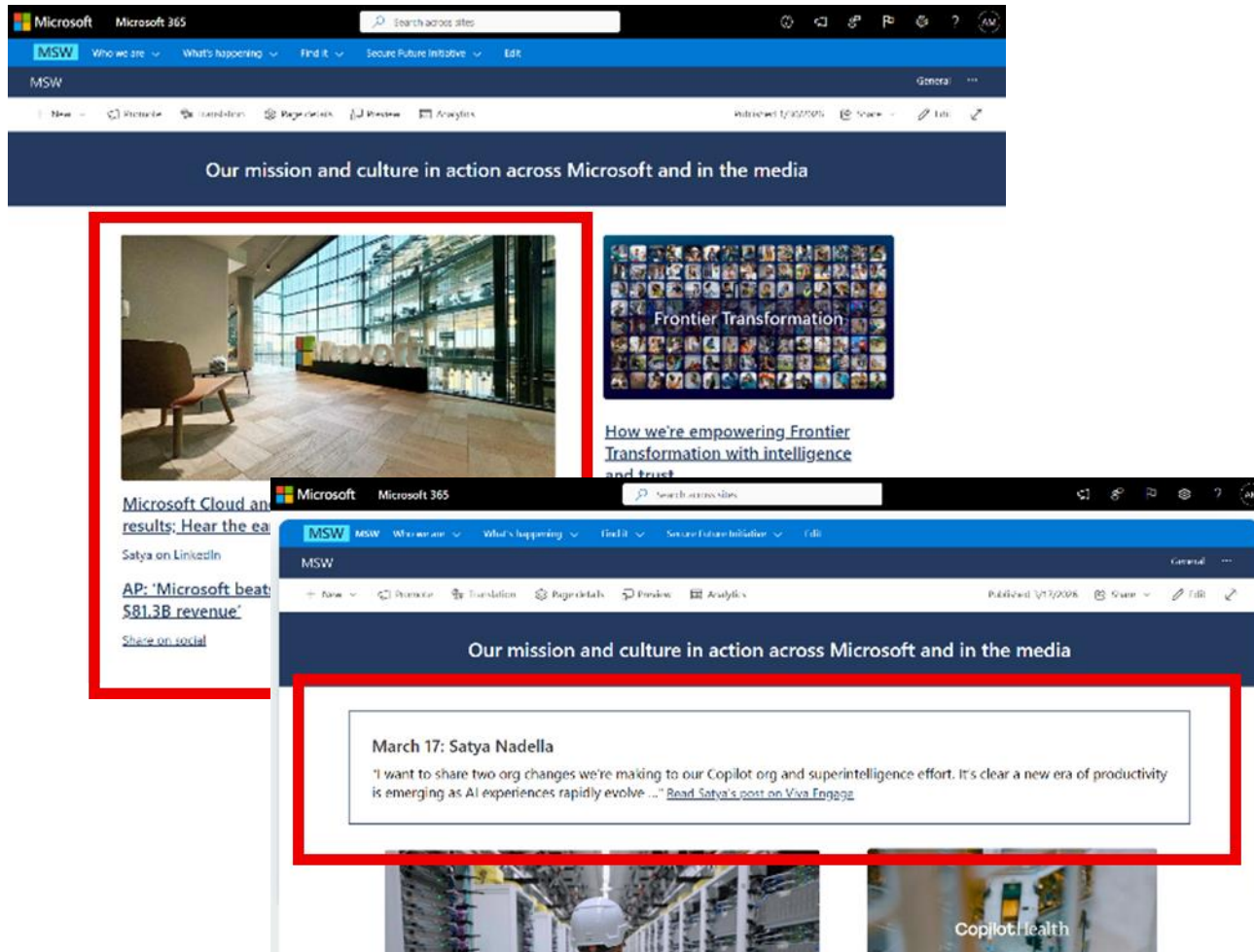
How do we use
our intranet
now?



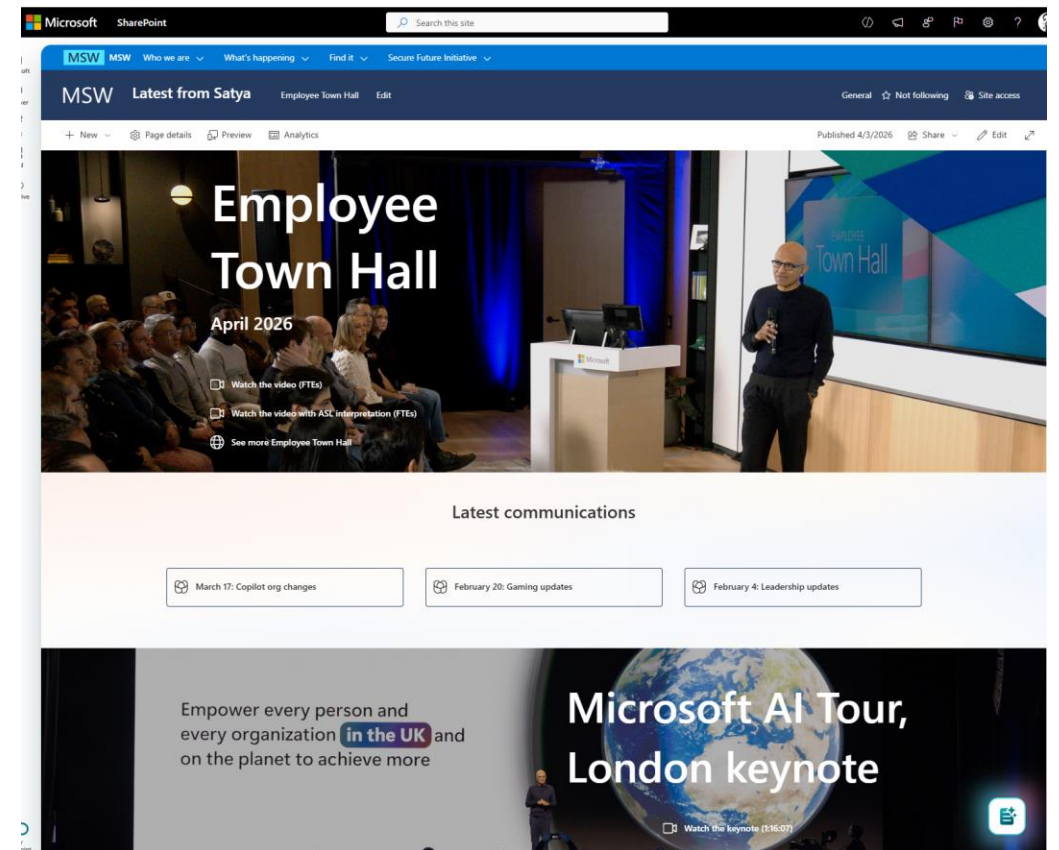
Source of Truth



Creates a landing spot for company-wide news and announcements



Provides an always accessible connection point between employee and leaders



Employee Advocacy



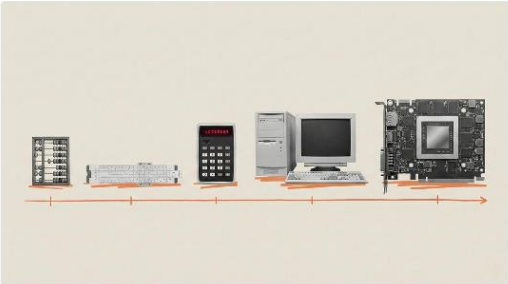
Microsoft Microsoft 365 Search across sites

MSW MSW Who we are What's happening Find it Secure Future Initiative Edit

MSW General

+ New Promote Translation Page details Preview Analytics Published 4/9/2026 Share Edit

Our mission and culture in action across Microsoft and in the media



PUBLICIS GROUPE | **Microsoft**


Global ad agency giant Publicis goes all-in on Microsoft Cloud and Copilot

[Share on social](#) | [Judson on LinkedIn](#)

Mustafa: 'AI development won't hit a wall anytime soon—here's why'

Read Mustafa's op-ed in MIT Technology Review.

[Share on social](#) | [Mustafa on LinkedIn](#)



Featured posts

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- Cloud and AI platforms
- Devices and creativity
- Gaming
- Research and scientific discovery
- Search, ads, and news
- Security
- LinkedIn
- Regions
- Latest posts from Microsoft
- Trending posts
- My bookmarks


Share Post

Please consider personalizing your content before sharing.

10

We often think about technological progress as linear—but AI is advancing on an exponential curve. In a new MIT Technology Review piece, Mustafa Suleyman explains how breakthroughs in compute, hardware, and software efficiency are accelerating what AI systems can do while lowering deployment costs—shifting us from tools that answer questions to more autonomous AI agents capable of managing complex, long-running tasks across industries. Read more: <https://www.technologyreview.com/2026/04/08/1135398/mustafa-suleyman-ai-future/>

2470

 Mustafa Suleyman: AI development won't hit a wall anytime soon—here's why
technologyreview.com

10 Schedule Share Now

WIRED previews Anthropic 10 MAI models expand 10

Targeted and Personalized Content



Highlights for you

Based on your location, organization, and groups



MSW

Meet the 2026 Imagine Cup Finalists

These founders are advancing to the Imagine Cup World Championship building scalable, real world solutions with Microsoft AI.



Outside in

Video: Tony Hawk

Tony Hawk shares stories from his life and career, including the things that shaped him and made him the professional he is today.



MSW

New from 8080 Books: 'Hyderabad Days'

A memoir by Microsoft CVP Ravi Vedula pays homage to the resiliency, community, and values that shaped him as an engineer and leader.



Microsoft Bay Area

Tim Bezoth on the future software development

Artificial intelligence isn't just transforming software — it's rewriting the very assumptions that have defined software development for the last 50 years.



Marketing Team

Video: Tea with Takeshi

In the first installment of a new video series, Takeshi Numoto shares how we think about marketing Copilot in consumer and commercial spaces.



MSW

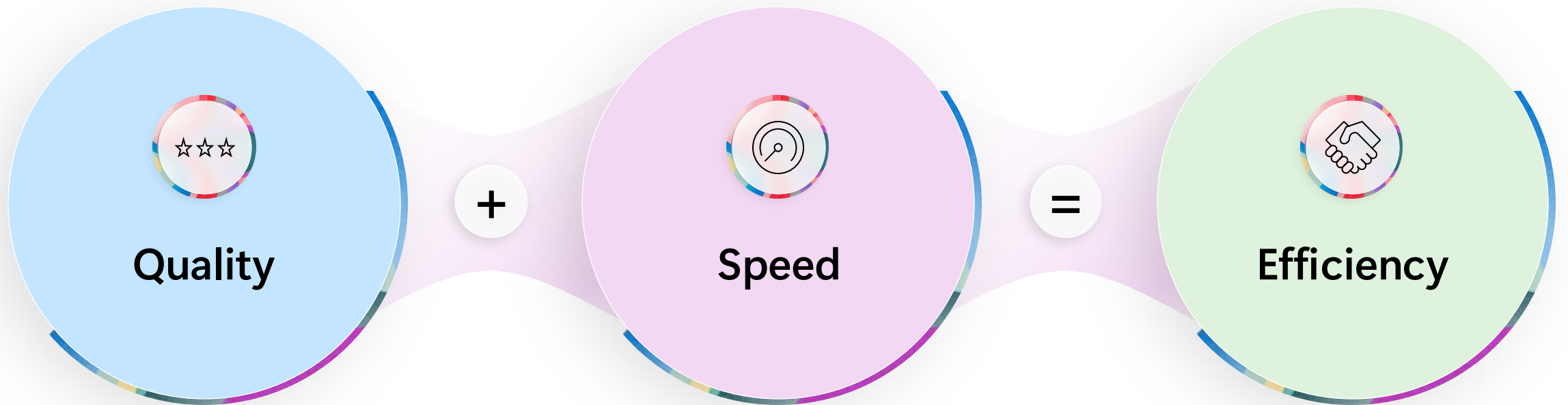
Share your feedback today (FTEs)

Employee Signals and Manager and Leader Signals are open April 7-24.

What role does
AI play for the
communications
function?



Shifting from experimentation to expectation



AI tools and guidance for comms work



Product-embedded assistants	Comms and guidance agents		Customizable agent starter kits
<ul style="list-style-type: none"> • Copilot in Viva Engage Catch up, discover insights and trends, and draft posts • Community Agent in Viva Engage Track, manage, and answer questions • M365 Copilot Prompt Gallery Relevant prompts by job type 	<ul style="list-style-type: none"> • GEEC Q&A Agent Comms guidance and resources • CommsCentral Agent Query all content on CommsCentral • Brand Guidance Agent Brand Central guidance • GEEC Prompt Coach Agent Creating a great prompt as a communicator • GEEC Writing Agent Draft comms based on existing guidance 	<ul style="list-style-type: none"> • Internal Comms Guide Agent Identify channels to leverage for news or events • EVP Messaging Agent Draft comms based on Employer Value Prop messaging and guidance • Agents Comms Assistant Agent Craft messaging about agents at Microsoft • Meltwater Agent Tap into real-time media intelligence and social insights 	<ul style="list-style-type: none"> • Viva Engage Post Analyst Agent Build an agent to analyze your Viva Engage posts • Executive Voice Agent Build an agent to draft comms in your leader's voice • Key Messages Agent (based on EVP) Build an agent to help you draft comms based on key messages

Enterprise-wide agents for all

◀ Broader usage

More specific usage ▶

What we are learning along the way



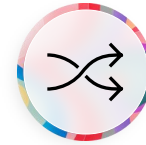
Experiment with real work

Pilots on actual workflows, problems and pain points builds more credibility



Share learnings

Build community and foster culture of experimentation



Adoption varies

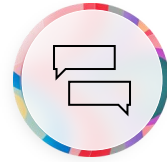
Teams adopt at their own pace based on the workflow



**In Summary &
Resources to help**



Takeaways



Center-led news review process and priorities



Scale through hub and spoke model



Lead with strategy then build channel mix



Experiment and accelerate with AI

IMPORTANCE



The slide features four decorative abstract shapes in the corners. Top-left: Concentric circles in shades of red, orange, yellow, and purple. Top-right: A stylized flower with petals in shades of pink, orange, and purple. Bottom-left: A series of overlapping horizontal stripes in shades of purple, blue, red, and yellow. Bottom-right: A wavy, layered shape with colors including purple, yellow, red, and blue.

Learn more and find resources:
aka.ms/ModernEmployeeComms

Tuesday

⚡ 10:55AM – 11:15AM ⚡

Building AI Agents for Communities: How Viva Engage + Copilot Supercharge Organizational Insight

Ramya Rajasekhar, Spencer Perry

11:30 - 12:15 PM

Community in the Age of AI—Humans at the Center of Copilot Adoption

Sarah Lundy, Alex Synder

💎 2:45 - 3:30 PM 💎

Featured Session: Engage Everywhere: Communities, Events, and Storylines in Teams, Powered by AI

Murali Sitaram, Jason Mayans, Steve Nguyen, Jeanette Vikbacka Castaing

4:15 - 5:00 PM

Use Data, Insights, and Employee Listening to Build Your Comms Strategy

Amy Morris, John Cirone, Paula Wellings



Wednesday

⚡ 9:15 – 9:35AM ⚡

Leaders Go First: Shipping clarity with AI, communications, and adoption

Steve Nguyen, Paula Wellings

10:15 - 11:00 AM

The Communicator's Guide to Viva Engage: Making Comms Relevant in Your AI Transformation

Sarah Lundy, Najla Dadmand, Dan Mulcahey

11:15 - 12:00 PM

From Governance to Growth: A Practical Playbook for Viva Engage Deployment

Venkat Ayyadevara, Spencer Perry, Adam Levithan

1:30 – 2:15 PM

Transforming Comms with AI at Microsoft

Amy Morris, John Cirone

2:30 – 3:15 PM

Company-Wide Events – Scaling Innovation with Engage

Dan Holme, Tricia Lybrook

4:15 - 5:00 PM

How Microsoft Manages Global Employee and Executive Communications

John Cirone, Amy Morris

Thursday

👉 9:00-9:45 AM 👉

Corp Comms Meet Up

Expo Hall – Room Java Sea 1

11:45 - 12:30 PM

AI-Powered Collaboration: Unlocking Your Employee Knowledge Base in Engage

Allison Michels, Ramya Rajasekhar

Research Opportunities

Tuesday 10:45 - 11:45 AM

Next-Gen Engagement: How AI Transforms Corporate Messaging

Paula Wellings – Room Caicos 3

Wednesday 1:15- 2:15 PM

Copilots & Agents in Engage: Balancing Automation, Trust and Control

Mukuta Das – Room: Caicos 3

Modern employee communications with Microsoft

Communications.
Collaboration.
Communities.
All in one place.



A screenshot of the Microsoft Modern Employee Communications webpage. The page features a navigation bar with the Microsoft logo and various menu items like 'Microsoft Adoption', 'Roles', 'Products', 'Industry', 'Solutions', 'Resources', 'Training', 'Communities', and 'What's new'. Below the navigation is a search bar and a promotional banner for the Microsoft 365 Community Conference. The main content area has a large image of a meeting with a video conference screen. The headline reads 'Modern employee communications with Microsoft' followed by the tagline 'Communications. Collaboration. Communities. All in one place.' Below this is a 'RESOURCES' section titled 'Find the right tools' which contains three cards: 'Modern Employee Communications playbook', 'Migrate to Microsoft', and 'Using Microsoft 365 Copilot in communications'. Each card includes a brief description and a 'Learn more' or 'Download playbook' button. At the bottom, there is a 'Get started' button and a small image of a Microsoft Teams interface.



Thank you!